

U.S. DEPARTMENT OF ENERGY

CYBER SECURITY AWARENESS & TRAINING

Program Plan of Activity

for

2009 Summer Takin' It to the Streets Awareness Campaign



**Office of the
Chief Information Officer**



***DOE Office of the Chief Information Officer (OCIO)
Activity/Program Plan
for
2009 Summer Takin' It to the Streets Awareness Campaign
August 19, 2009 / 11:00 a.m. – 1:30 p.m.***

I. Objective

The objective of the Summer Takin' It to the Streets awareness campaign is to reinforce awareness and understanding by informing DOE employees and general users about best practices to prevent, detect and recover from instances of Internet Survivor. Just as one would prepare for disaster or epidemics, the DOE user community must prepare for Cyber Fitness against cyber attacks and threats that frequently or occasionally attack both home and the Department's IT infrastructure. It has been said that the weakest link to security is the human element. With the Department's emphasis on fitness, a sport everyone can engage in, the same is true for cyber security in protecting both home and the Department's IT infrastructure. This campaign is centered on shaping up and staying Cyber Fit through on-line best practices while connecting to the internet world.

II. Goal

The goal(s) of the 2009 Summer Takin' It to the Streets awareness campaign is to:

- Educate DOE staff and contractors on cyber security fitness and how they-as end-users could potentially be affected.
- Educate DOE staff and contractors on being careful with the information they make available about themselves or DOE on websites (myspace, facebook, blogs etc)
- Enhance outreach activities throughout DOE
- Utilize previous campaign material in order to tie in key concepts and common themes

III. Theme

The theme for the 2009 Summer Takin' It to the Streets awareness event is ***“Shape Up...Get Cyber Fit.”***

IV. Audience

The intended audience for this campaign is DOE HQ employees and contractors. The event will be held in the Forrestal building, but all DOE employees and contractors stationed in the DC area will be invited to attend. Event material, activities, and presentations will be targeted to both technical and general user populations.

V. Date & Time

The 2009 Summer Takin' It to the Streets awareness campaign is scheduled for August 19, 2009 at the Forrestal Building. The Takin' It to the Streets event will be over the course of the lunch times which is scheduled to kick off at 11:00 am and end at 1:30 pm. Advertising materials will be distributed to employees at the Germantown location.

VI. Notification/Marketing Methods

Various methods will be used for notification and marketing of this event to include DOECAST e-mails, promotional flyers/postcards, and awareness posters.



This design will also be used for the table tent cards and postcards which will be passed out to DOE employees/Contractors as they enter the building. Additionally, the IM-30 sponsored *Front Burner* will contain informational articles about the event to include date, time, activities, etc.

The following information further details specific notification efforts:

- **Internet Security Awareness posters**
 - 1) Bi-monthly Internet Security awareness posters will be posted by July 1, 2009 at 1) FORS – Elevator Areas and sent to Tim Smith, 3- in GTN to display in GTN building.
 - 2) Promotional Takin’ It to the Streets, “Shape Up...Get Cyber Fit” flyers will be displayed in the elevator bins during the week of July 20-24, 2009. Copies will be sent to GTN for display/distribution.
- **Foam Posters on easels in Forrestal and Germantown**
 - 1) Small poster (17” x 23”)
 - 2) Provide 4-5 posters to Conferencing Center to display at strategic locations in FORS
- **Cyber Security Front Burner Newsletter**
 - 1) *Front Burners* will advertise the event during the month of August. *Front Burner* will be displayed in elevator bins the week of August 17-21, 2009.
- **Advertisements**
 - 1) **Flyers / Post Cards** (6 x 8) will be passed out approximately two days before the event. Post cards/flyers will be passed out during the morning rush traffic as the employees are entering the building.
 - 2) **Table tent cards** (3.5 x 5) will be placed on cafeteria tables at FORS during the week of August 10, 2009.
 - 3) Selected personnel from IM-60 and IM-30 and other program offices will be used to pass out flyer post cards at the FORR building entrances.
- **Electronic Materials**
 - 1) **DOECAST messages** scheduled for 7/27/2009 and 8/17/2009. Craft DOECAST message and give to Beth Harbaugh to route in through IM-30 and the OCIO office.
 - 2) **Update Cyber Security Web Page from the main OCIO page.**
 - Log on to RedDot (must attend training to get an account established) to post updates to the Cyber Security web page and Training Warehouse web page.
 - Electronic copies are printed media available for download (flyers, posters, front burners, etc.)

VII. Awareness Materials

There will be a wealth of information available at information tables with cyber security awareness material and promotional items to engage the DOE employees and contractors

as well as general public users on the importance of staying cyber fit. Personnel from IM-30 and IM-60 will be available for discussion and questions.

VIII. Vendor Exhibits

In addition to the awareness and promotional items, there will be approximately 8-10 exhibitors/partnering DOE organizations discussing safe computing practices and providing live demonstrations in guarding against cyber attacks and threats.

Confirmed organizations:

IM-30/IM-60	Employee Assistance Programs
IT Help Desk/CAMs	Environmental Management
SANS	Office of Science
Privacy	Energy Efficiency
FOHO Fitness Center	NNSA

IX. Resource Coordination

Resource coordination will be handled by the IM-30 organization. Personnel from IM-30 and IM-60 will assist with soliciting program offices/DOE agencies to participation, purchasing/developing awareness material, and manning tables during the event. In addition, personnel will be recruited to pass out information cards during the week of the event to encourage attendance.

The current event resource team includes:

Sue Farrand & Warren Udy – Event Sponsors
Betty Dudley – Coordinator
Harold Washington – Co-Coordinator / IM-60 Representative
Jamie Nicholson – IM-30 Representative
Beth Miller – IM-30 Representative

APPENDIX

- A. Standard Operating Procedures for Cyber Security Awareness Campaign Activities
- B. Promotional Cyber Security Communications (flyers, posters, DOECAST Dissemination, etc.)
- C. List of Suggested Promotional Items
- D. Campaign Deliverable Timetable
- E. Headquarters Cyber Security Poster Campaign